

Raleigh, North Carolina is seeking exceptional
candidates to serve as the next

PARKS, RECREATION AND CULTURAL RESOURCES DIRECTOR



Raleigh

CITY PROFILE

During the last 30 years, growth in Raleigh, and the surrounding Research Triangle Region, has consistently and significantly outpaced the nation. Fueled by an impressive mix of education, ingenuity and collaboration, North Carolina's capital city has become an internationally recognized leader in life science and technology innovation. It also happens to be a really nice place to live.

(source: Raleigh Office of Economic Development)





The Community

The City of Raleigh, founded in 1792, is the second largest city in North Carolina and is situated in the heart of North Carolina's Piedmont region, which is centered between the sandy Atlantic beaches and the Great Smoky Mountains. The City is both the county seat of Wake County and the capital of North Carolina. Raleigh covers an area of more than 146 square miles and is home to a growing and diverse population of approximately 460,000 residents. Together with Chapel Hill and Durham, Raleigh forms the Research Triangle Park, which was founded in 1959 as a model for research, innovation and economic development and is now the largest research park in the nation. The Raleigh-Cary metropolitan area, which encompasses Raleigh, also includes Wake, Franklin, and Johnston counties with a population of 1.24 million.

The City of Raleigh has been listed as one of the fastest growing cities for a number of years- the City's current estimated population is nearly 460,000 people, up from 291,141 in the 2000 Census. Raleigh is known for its high quality of life for its citizens. In the 2018 City-wide Citizen Satisfaction Survey, 89% of respondents were satisfied with Raleigh as a place to

live, 37% higher than the national average. There is no doubt that the award-winning Parks, Recreation and Cultural Resources Department contributes to this. From parks, community centers, art centers, aquatic centers and greenways there is always something to do for every age.

Below are some recent national recognitions for the city:

- **#3 Among the Top Cities for the Best Quality of Life in the World (Raleigh)**
- [Numbeo.com](#), February 2019
- **#2 Among the Most Family-Friendly Cities of 2019 (Raleigh)**
- [Homes.com](#), February 2019
- **Among the Best Cities for Singles in the United States (Raleigh)**
- [Insurify.com](#), February 2019
- **Among the Best Places to Go in April (Raleigh)**
- [Town & Country Magazine](#), February 2018
- **#6 Among 10 Cities Primed for Economic Growth and Opportunity in 2018 (Raleigh)**
- [CardRates.com](#), February 2018
- **Raleigh is #2 in The 10 Best Big Cities to Live in Right Now**
- [Money](#), November 2018
- **#3 Among America's Biggest Boomtowns (Raleigh)**
- [Magnify Money](#), August 2018
- **#2 Among Best-Performing Cities (Raleigh MSA)**
- [Milken Institute](#), January 2018

Raleigh Parks and Greenway System Snapshot

The park system of today has evolved from a plan that was initially proposed in 1791 by Senator William Christmas. The "Christmas plan" gave rise to the idea that every neighborhood (or ward) should have a public square at its center and each public square should have open spaces for the development of parks. Trees in these public squares were to be preserved for many years, and these wooded areas formed the beginnings of Raleigh's City parks. Private Citizens for "green relief" donated land and money for park development as the City started to grow rapidly. Many parks developed during this time period including, Pullen, Bloomsbury, Brookdale, Edna Metz Wells, Union, Nash, and Moore Square. In the 1930's the City funded additional parks and founded the "City Parks Commission."



Spurred by citizen demand in 1969, Raleigh promoted itself as the “Park with the City in it.” This growth included the birth of the Capital Area Greenway Commission in 1979 to oversee the development of the system. Since 1982, the City of Raleigh has been responsible for funding and maintaining its own Parks and Recreation Department. The community has been supportive of ongoing capital investments with approved parks and recreation bond referendums in 2000, 2003, 2007 and 2014. The \$92 Million 2014 Park Bond enabled key projects like improvements at John Chavis Memorial Park, Walnut Creek Athletic Complex Park, Baileywick Park Community Center, and Pullen Arts Center.

Today our Parks and Recreation Department system boasts: 197 parks, 117 miles of Greenway trails, 30 staffed community centers, 4 unstaffed but programmed community centers, 2 art centers, 2 active-adult centers, 9 historic sites, museums and cemeteries, 60 ball fields, 112 tennis courts, 2 lakes, 4 nature preserves, and 8 swimming pools. The department continues to grow while offering numerous services, programs, activities and special events year-round.

Throughout its history, Raleigh Parks, Recreation and Cultural Resources Department has been nationally recognized for superior work in the parks and recreation field. For example, our Greenway system has been a model for the country. Some of the awards received by the department include: National Gold Medal Award for Excellence in Parks and Recreation Management, National Gold Medal Award for Services to People with Disabilities, Governor’s Award for Health and Fitness, National Recreation and Parks Association Excellence in Aquatics Award, Tree City USA Award for Community Appearance, Sir Walter Raleigh Award for Community Appearance, and the Convention and Visitor’s Bureau Hospitality Industry Award.

In the 2018 City-wide Citizen Satisfaction Survey, 79% of respondent rated the quality of parks and recreation programs and services as good or excellent, 15% higher than the national average.



City of Raleigh Parks, Recreation, and Cultural Resources Policies and Goals

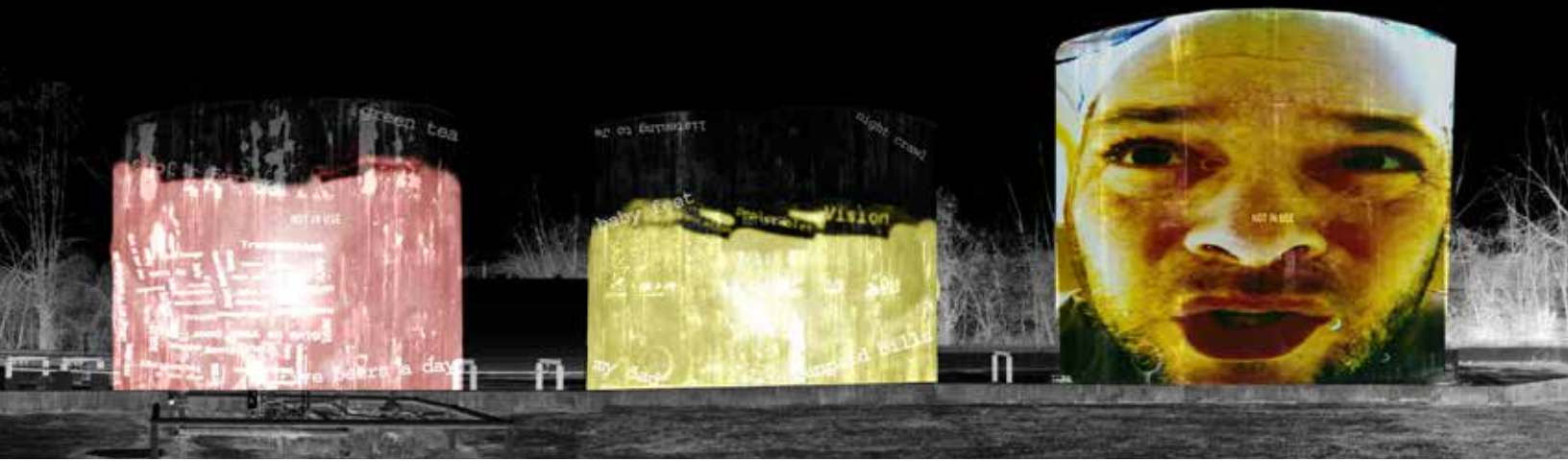
The adoption of both “Arts and Cultural Resources” and “Safe, Vibrant and Healthy Community” as two of six Key Focus Areas in the City of Raleigh’s Strategic Plan demonstrates the level of City Council and community priority. Initiatives led or supported by Parks, Recreation and Cultural Resources can also be found in three additional Key Focus Areas.

The City’s Comprehensive Plan reinforces some of the same issues and themes that can be found in the strategic plan including the need for both passive and active recreation amenities; ensuring equitable investment and distribution of facilities and programming throughout the city and ensuring proactive management that maximizes environmental stewardship and benefit.

In addition, a series of community directed planning documents provide direction and support to the department including the Parks, Recreation and Cultural Resources

System Plan, the City of Raleigh Arts Plan, the Capital Area Greenway Plan and the Dorothea Dix Park Master Plan.

The Parks, Recreation and Cultural Resources System Plan established a vision for the plan to be, “The City of Raleigh’s vision for its parks, recreation and cultural resources system is ‘bringing people to parks and parks to people.’ It is a system that addresses the needs of all and fosters a community of creativity, engagement, healthy lifestyles, and welcoming neighborhoods. In addition to providing traditional, high quality parks, recreation and cultural facilities and programs, the city uses innovative initiatives to reach all residents, workers and visitors.” It also established seven principles to help establish the plan’s goals: Connectivity and Accessibility; Equitable Distribution; Continuous Reinvestment; Collaboration and Coordination; Balanced Experience; Innovation; and Communication and Engagement.



Similarly, the Arts Plan outlines multiple findings and plan goals aimed at:

- leveraging the strengths, it identified like “many arts organizations and venues, an above average creative sector of the economy and a robust collection of municipal assets;”
- addressing gaps like “Achieving greater cultural equity will likely require efforts to strengthen and grow organizations of color and culturally-specific programming;” and,
- tackling challenges like “a geographic challenge: its cultural facilities, organizations and programs are concentrated in and near downtown. Yet, the arts demand, which is significantly above the national average is broadly dispersed.”

The Dorothea Dix Park Master Plan is the newest planning document that adds to the City’s vision for its park system. The City was fortunate to have a community-based partner, the Dix Park Conservancy, to help fund and promote a marquee planning process. Adrian Benepe from the Trust for Public Land has said, “Dorothea Dix Park is the most important and exciting park project

in America today.” Implementing the Dorothea Dix Park Master Plan will be a rewarding opportunity for the new department director but will present challenges to successfully and wisely balance the broad needs of the community with the unique and exciting opportunities associated with investments in Dorothea Dix Park.

Additionally, based on the importance-satisfaction rating of the 2018 Citizen Satisfaction survey, the survey report identified availability of information about arts and cultural programs and events, as well as the cost of arts and cultural programs in Raleigh as investment priorities.





Department Profile

Parks, Recreation and Cultural Resources employs 429 full-time employees and an additional estimated 2000 part-time employees across five divisions with a total operating budget of \$52 Million and a capital budget of nearly \$14M, annually. The Department Director is currently assisted by four Assistant Department Directors.

Some of the department's key service initiatives outlined in the FY20 budget document include:

- Breaking ground on several 2014 PRCR bond projects
- Implement the new Recreation Management System (RMS) that will enhance customer service delivery and improve online access to programs and services.
- Summer camp programs for over 19,000 registrants in a ten-week period at 17 summer camp program locations.
- Operation of 21 youth and 9 teen afterschool programs.
- Dorothea Dix Park Phase 1 Implementation Study that includes topics related to the creation of an Equitable Development Plan, Analysis of Transportation and Transit, an interim Governance Structure and a potential funding model for the future of the park.
- Continued support of existing partnerships as well as the expansion into new partnerships that will extend PRCR's reach into the communities.
- Update processes for the PRCR System Plan and the Capital Area Greenway Plan.

Candidate Profile

The Prior Director retired after 10 years of service as the Department Director and with 34 years of service to the Department. The City is looking for an exceptional leader with 7-10 years of experience in a large, comparable public organization, that includes significant management and supervisory experience, who can continue to build on the Departments existing strength. Applicants may substitute an equivalent combination of education and relevant experience to successfully perform the essential duties and responsibilities of the job.

Qualified candidates will clearly exemplify the City's Organizational Values of responsiveness, integrity, respect, collaboration, honesty, diversity, stewardship and initiative. Successful candidates will also have a commitment to strengthening the existing park system and increasing the diversity and reach of the department, while planning strategic investments in Raleigh's future signature park, Dix Park.

Compensation and Benefits

The City of Raleigh plans to offer a competitive hiring range (\$95,600 - \$150,000) commensurate with the successful candidate's qualifications and experience. When you join the City of Raleigh's work family, your benefits are an important part of your "total rewards". The City provides a comprehensive benefits package as part of the total rewards program to support employees through important events in their life, to enhance their life outside work, and to help them plan and prepare for the future. The City participates in the North Carolina Local Governmental Employees' Retirement System (NCLGERS).



Application and Selection Process

Qualified candidates should complete a profile and submit their application, resume and cover letter online by visiting our website at www.governmentjobs.com/careers/raleighnc. This position will remain open until filled; however, interested applicants are strongly encouraged to apply no later than July 15. Following this date, applications will be screened against criteria outlined in this brochure. On-site interviews with the City of Raleigh will be offered to those candidates named as finalists, with reference checks, background checks and academic verifications conducted after receiving candidates' consent. A pre-employment screening to include controlled substance tests will be conducted by the City.

For more information, please contact

Marianne Sweden, Talent Manager, marianne.sweden@raleighnc.gov or 919-996-2678.



222 Hargett St - Raleigh, NC 27601

For more information about Raleigh, please visit:

Raleighnc.gov | Raleigh4u.com | Visitraleigh.com